Forum Magazine

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Forum Magazine, Spring 2013

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FORUMmagazine-

Our mission at the *Forum* is to create an impactful, revealing and balanced magazine designed and reported with students in mind. In awarding time and space to the most impressive people and projects, we hope to make something that strengthens the community by inspiring pride in every student, faculty, and staff member at the University of Richmond. Through sections focused heavily on career advice, national issues, superlatives, and style, The *Forum* will be a place for conversation—both serious and light hearted—that leaves students with a deeper understanding of both the college world and beyond.

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Paige DeRemer

Cover Photo

Paige is a member of the Class of 2015 and is an HCS/Psychology double major. She is from Quakerton, Penn., and her interests include traveling, Wes Anderson films, copious amounts of coffee and anchors.

living, and woodcarving.

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"Standout Spiders" Page 9

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John McAuliff

"The Networker's Secret" Pages 5-6 "UR Culture in 1000 words" Pages 7-8 "Don Forsyth" Page 10

John is a Junior Leadership Studies major who has written for USA TODAY, The Providence Journal, and other national outlets. When not writing, he enjoys traveling, outdoor

Bridget Whan-Tong

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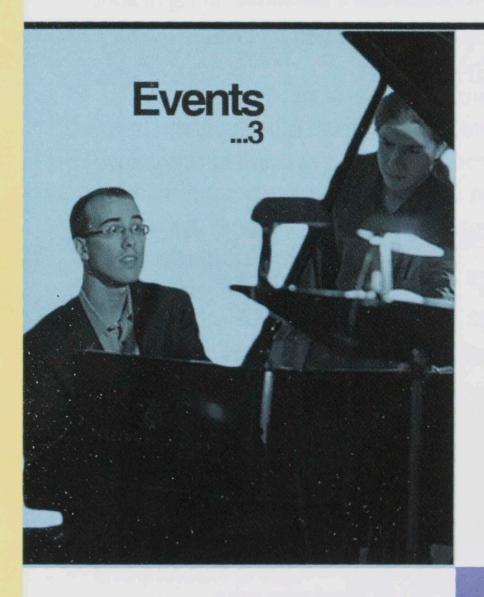
Bridget is a sophomore PPEL major with a concentration in Political Science and hails for Wilmington, Delaware - the first state, but the least well known. She has an ongoing love of cheese, painting, photography, reading, old video games, and being sarcastic.

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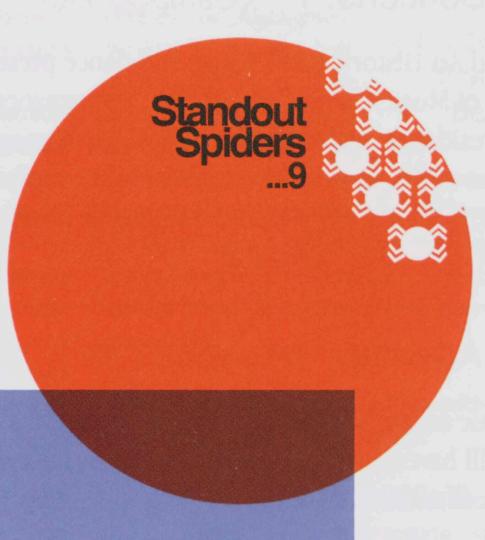
"Events" Page 3 & Design

Rebecca is a sophomore English and journalism double major with a creative writing minor. Aside from writing stories and designing pages, she enjoys listerning to country music and pondering the toughest questions of the universe.

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Letter from the Editor

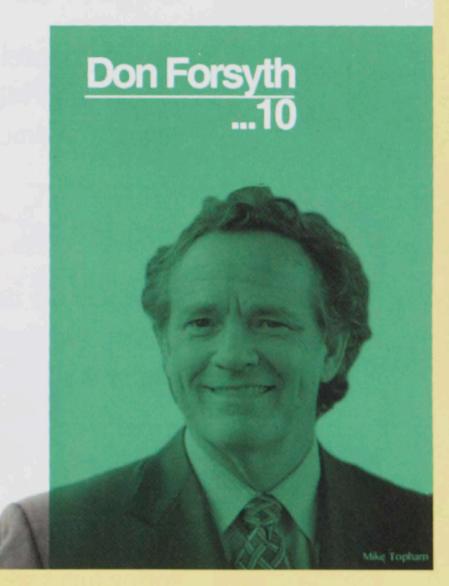


URLife in 1000 100 10 Words



THE NETWORKER'S SECRET

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Forum Events @ UofRForum

Editor's Pick

Fred Hardy Invitational Track Meet

Join the Men's and Women's Track and Field teams for the Fred Hardy Invitational Track Meet, taking place in the Robins Stadium. Come out and show your support for the two teams, as the men's team takes part in its last Division I home meet.



Mar 29/30



Richmond Basketball v. Duquesne @RobinsCenter

Mar 09

Cheer on the Richmond Spiders basketball team at home as they take on Duquesne in the last game of the regular season. Tip off is set for 6 p.m. #spiderbasketball #WeAreUR



Ballin' For Books @WeinsteinCenter

Mar 20

Come out and join the sisters of the Pi Beta Phi sorority in their biggest spring philanthropy event. Ballin' for Books is a 3-on-3 round robin basketball tournament and benefits Pi Beta Phi's national philanthropy, "Read. Lead. Achieve." "Read. Lead. Achieve." promotes youth literacy in hopes to create a more literate society. Event is scheduled to begin at 7 p.m. #PiPhi #GreekLife



John Cage Centennial Concerts: 1 @CampConcert

Mar 21

The Departments of Music, Art and Art History, and Theatre and dance present the John Cage Centennial Concerts 1 in Booker Hall of Music, Camp Concert Hall. Performances by faculty, students and the university's ensemble-in-residence, eighth blackbird, will pay homage to John Cage (1912-1992), who is considered to be one of the most influential American composers of the 20th century. Cage's work as a composer, writer, artist and philosopher will also be displayed through images and video. Event begins at 7:30 p.m. #JohnCage #music



Begin Fall Registration Advising @RegistrarsOffice

Mar 25

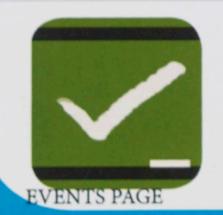
Be sure to meet with your academic adviser to start planning a schedule for Fall 2013! Students who do not meet with their advisers will have a hold placed on their accounts and will not be able to register on time. #newclasses #fall2013



Pig Roast @FraternityRow

Apr 06

Pig out at the university's traditional spring celebration of Pig Roast! Enjoy food, dancing and lodge events, and don't forget to dress your best! Go for the usual pastel colors or make a statement, the choice is yours. Officially starts at 2:30 p.m. #PigRoast #barbeque #lodges



Last Day of Classes @RegistrarsOffice

Apr 26

Briefly celebrate the last day of scheduled classes before you reserve your spot in the library for spring finals week! #finalsweek #almostsummer

letter from the editor

Your culture, your career, your world.

Dear Readers,

You might not realize it, but you are a rarity. Over the next seven pages, you'll be getting a sneak peak at the *Forum*, the first-ever student-run news magazine at the University of Richmond. This is something just a few people will get to see until a full scale launch in the Fall of 2013, so we hope you enjoy it!

In my brief chance to address you here, let me provide a sense of the reasoning and ethos behind the *Forum* and a bit about the journey it took to get here. But first I'll answer the obvious:

Why make a magazine?

The phrase "print is dying" is commonly heard echoing though the halls of the journalism department as much as it is in every news organization in the country. However, the phrase is misleading. Newsprint, with its text-heavy pages and cookie-cutter writing style is dying.

Outside of newsprint, the print medium

"... every magazine in the Top 25 has almost double the highest print circulation of the nation's top newspapers."

is actually thriving in the realm of picture-dense magazines. The freedom of feature-style writing combined with graphically exciting quality paper sets magazines apart from newspapers. Today, every magazine in the Top

25 has almost double the highest print circulation of the nation's top newspapers. As if you weren't surprised already, the demographic most responsible for the renewed interest is the 18-30 well-educated grouping. In other words, us.

A study by Condé Nast, one of the biggest publishers in the magazine business, found that more millennials are buying subscriptions to print magazines "than ever before." Top magazines are reporting a 50% increase in young readers in the last decade.

So, why make a magazine? So far as I'm concerned, we can't afford not to. The jobs are in magazines, so journalism students will be helped greatly by having magazine experience on their resume over a print newspaper. The *Forum* is not just a professional playground for future writers and designers, though. We hope it can be so much more.

The *Forum* was born of a single phrase spoken in passing conversation: "I wish there was a publication that could make us all proud to go here." A product like that wouldn't just cover

news, it would cover people. It would tell stories of success lost in the messy marathon that is college, stories of people and projects that aren't normally covered or highlighted. We aim to put the best of the University of Richmond under the spotlight, because we believe that

"... more millennials are buying subscriptions to print magazines 'than ever before."

the brightest lights are always the dimmest from far away. The *Forum* brings you up close.

Of course, a magazine that consisted just of accolades would get old fast. So in the rest of our inaugural year of coverage, we plan to focus in three areas:

Campus Culture, Jobs and Networking, and The World Outside

In our Campus Culture sections, such as "UR in 1000 Words" or the style section, we'll look closely at noticeable trends in clothing, behavior, and emotional and mental experiences among Richmond students with a careful eye on what we could be doing better as individuals and as a campus.

In the Jobs and Networking sections, such as the Connection Map and "JOBS," we'll focus on developing the soft skills needed to succeed in any field.



In The World Outside sections, we'll break down the most pressing political and social issues of the day, giving college students a how-to guide for discussing and thinking about difficult issues they'll face on the other side of graduation.

As time goes on, the *Forum* will change as new staff members come and the old depart. Our topics will change, and so will the school and the world it exists within. However, I hope that so long as there is a *Forum* on this campus, it will help to build a more inclusive, caring community. I couldn't imagine a better legacy.



John McAuliff
Editor-In-Chief
On behalf of the whole staff at The *Forum*



THE NETWORKER'S SECRET

He is "The Networker." He stalks his target, eyeing him from across the room. Ever tactful, the networker talks casually with other party-goers to keep up appearances as he inches closer and closer to the target. He is primed and ready to spring an outstretched hand and a well-practiced smile. The target goes to refill his drink alone. Faster than a cheetah in heat, the predator strikes, grasping the hand of the stunned suit and saying...

... Saying what?

We all like to imagine ourselves in the shoes of "The Networker," confidently making connections everywhere we go in an almost Machiavellian dance as we attempt to secure internships and jobs. In reality though, the process of introducing yourself to someone you want something from can be awkward or even scary for some.

Scary, and yet oh so necessary, even for

those in majors that will never bring them near an office building. If you already feel like "The Networker," skip ahead. If not, it's time to figure out "The Networker's Secret."

Put another way, this article is designed not to tell you that networking is important, but to teach some practical techniques about how to network most effectively. To do that, we turn to the experts, conveniently brought to Richmond for "Q-Camp."

Step one: Identify the contact

In most situations, there are only a few seconds to judge what kind of person you are talking to. Using this technique, you'll be able to grab key information about someone fast and use it to cater your approach to their tastes, says Joe MacEwan, a Q-Camp ambassador and junior.

The goal of "Speed Reading People" is finding out if the contact is a we, me, process, or results-oriented type of person. Here is how to tell and how to react to get the best possible result:

A Me person will often have a loud voice and loud clothing to match. This could take the form of a tie or belt, but if you see a piece of clothing that screams "Notice me!" you might just be dealing with a Me person. If his or her office wall is covered in awards, you can be almost positive. To network effectively, make everything about them. Listen to their stories, but do not one-up them afterward. If you make them feel like the most important person, they might just keep you around.

A We person might have colorful clothing, too, but it will likely be lighter, more friendly shades of color. In his or her office, the chairs will be comfortable, with live plants and pictures of family. Odds are, there's paperwork everywhere too, since We people focus on the team above all. If you think you



Photo courtesy of Yichi Zhang to speed read in small groups.

Participants of Q-Camp 2012 learn

are talking to a We person, share things about yourself with them. Talk more about how an event on your resumé made you feel, and how it benefitted others as well as yourself.

A **Process** person will generally have single color clothes, and paperwork strewn about the office. To deal with one, do not talk about what you want, but about how you want it to happen. In other words, talk about the **Process** behind an accomplishment.

With a **Results**-oriented person, you'll find yourself in a lower, less comfortable chair in their office. He or she will generally be dressed in single colors as well and talk about things in hierarchical structures. If you identify a **Results** person, talk up your accomplishments.

Step two: What to say

The hardest part of networking is not knowing what to say. Speed reading can help you figure out what topics to cover, but it can't make the words come out. Memorizing a so-called "Elevator Pitch" can be the solution, if done carefully. The pitch is a 30-second attempt to sell a product to a consumer, only you are the product. The two components of a good pitch are:

- 1. Stand out using a personal story. Instead of talking about your major, which most of the people in your field have, write down a flattering story to represent the brand of "you."
- 2. Ensure natural follow-up questions. Practice the story on some friends. Do they ask questions? For example, say: "I've lived abroad." If they don't answer "Where?" get new friends. That should keep the conversation going past the elevator pitch.



Photo courtesy of Yichi Zhang Pat works with two Q-camp participants in 2012.

Patti Carey of Workforce Strategies LLC

Step three: Closing a contact

Before the conversation comes to a natural end, cut it short. Say, "I would love to continue this conversation later, is there anywhere I can reach you at?" On the back of

the snazzy business card you just got handed, write down the conversation topic. Within 24 hours, email the contact with a friendly continuation of the conversation, but don't ask for what you want just yet. Start social and friendly, then on the third email, ask if they would be willing to help you out.

NETWORKING: A Case Study

Junior Joseph MacEwan may have been a standout at last year's Q-Camp, but what did his weeked of work actually accomplish?

The results of networking can be hard to quantify, but a short case study of MacEwan's attempts to use what he learned at Q-Camp provide some numerical insight:

20 Thank you emails sent 10 First responses

5 Follow up responses

5 Contacts maintained

Of those three, one is helping Joe secure an international internship for the Summer. Another is giving him internship advice we could all use. For example, that many companies post internships in early fall for a short time to attract the early birds. And the third is helping him polish his resume.



UR Gulture

What's so great about being "Cool?"

1000 words is the intersection of University of Richmond culture and self-improvement. It's a look at where we are that asks the question: what can we do better?

On his show, Stephen Colbert interviewed Bill Gates. Mixed in with serious questions, Colbert compared Gates to Steve Jobs, to which Gates responded: "He was always cooler than me." In the same interview with Colbert, Gates talks about how, using his charity, he'll eradicate polio from the face of the earth in the next five years.

This would make polio just the second disease ever — after smallpox — to be eradicated from the human population. Steve Jobs may have been cooler, but he cannot make that claim. To be fair, that is just fine. Almost nobody can make that claim. The comparison of Jobs and Gates does pose an interesting question though: How valuable is it to be cool?

For Apple, the value can be measured in cold hard cash. The iPhone is a status symbol here on campus as much as it is in China, which gives Apple a lucrative form of the "cool factor." The iPhone 5 was the second best-selling phone in the country last year, with the 4S a couple spots behind. The social value of the iPhone is a little more elusive than disease eradication. Though there is no doubt that smartphones make life easier, they don't generally save lives.

The value of eradicating polio, fighting AIDS and reducing childhood death rates

in Asia and Africa—three focuses of the Gates Foundation—just does not draw the same attention that "cool" products do. As a society, we tend to value cool things—and people—more than others. In reality, the coolest people like celebrities and athletes may actually offer the least to society.

Society is too complex to deal with in just 1000 words though, so just think about your friends. Is the friend you would call the coolest also the one you value most? Certainly, that depends on what makes them cool. Supposedly, researchers discovered what makes a person cool this past summer. They found that people who were perceived as "cool" were also perceived as:

Hot, Friendly, Successful, and Socially Responsible.

Well, who wouldn't want to be hot, have plenty of friends, be great at what they do, while recycling all along the way? If you don't, you're lying. The researchers also found that the "contrarian cool" cigarette smoking, leather jacket-wearing characters still resonate with people, but significantly less than the researcher—ironically named Nimrod—expected.

Do you have that friend in mind? That hot, sociable, competent, responsible guy or girl who may or may not wear leather and drive a motorcycle aloofly through campus? Picture them, and think about how much they actually do for you in the relationship. Hopefully the answer is "Plenty!" If it isn't, it might be worth reconsidering the value of the relationship.

If you can't think of a friend, congratulations! Surely it's not that you have no cool friends, but that you are the cool friend. Pat yourself on the back, but don't get a big head. The aim of this article is not to give cool people like you a high five, or to suggest you give more to charity. It's simply to take a look at where we assign value.

Not many people can check off all four "coolness" measurements. I don't know anybody that can check them off consistently every day. Every hot girl has a bad hair day. Every friendly guy has a rough angle. Every success story has a plateau, and even the most diligent animal lover occasionally steps on an ant. The point of this article is to remind readers that all four boxes need not be checked off ever, let alone daily, to produce a lot of value.

It's worth taking a step back once in a while and thinking about what you, as an

in... I 000 words

individual, think should be cool. Start by making short lists in answering these three questions:

What qualities do you wish you saw in people a lot more often?

What qualities do the people you really respect have?

What do we consider "cool" as a culture here at Richmond?

If your answers to the first two questions match the third, then we have nothing to worry about as a culture. If they don't match up, this deserves some more thought, since people are likely to work to fit the cultural stereotype of "cool" even if it doesn't actually correspond to anyone's personal vision.

Personally, I hope "socially responsible" made your list. I was happily surprised to see that one in the study, because we could all be a bit more socially responsible. Since this section is about rethinking our cultural values and self-improvement, I'd like to use my last one hundred and fifty words with you to think about what our social responsibility as a member of the U of R community actually is and, better yet, set some challenges for ourselves.

I was once told by a man cleaning up a park in Nashville: "You take responsibility for what you care about." Here at Richmond, I care about the beauty of the campus, my friends, my future, this community, and when you really press me, my grades, too. Here are five challenges I'm setting myself that might work for you too:

1. Pick up and throw out any trash you come into contact with. It would be impossible to get all the litter on campus and get rid of it, but with the junk you really notice, step on, or trip over, take

the extra second to throw

it out.

3. Build yourself an online presence. Websites such as Wordpress, Wix, Snapages and others are free and easy to use. Most will even let you purchase "yourname.com" and use it.

5. Hold it together for finals. It's easy to feel burned out and ready to give up when beach week is around the corner if you are anything like me. Try and keep it together this year!

If you had an interesting experience fulfilling one of the challenges in this section, or a response to its content, send a letter to the editor to editor@urforum.com.

2. Stick around and help clean up a friend's party. You didn't throw it, but you enjoyed it and your friend would appreciate the hand.

4. Stop leaving Dhall-tables messy. A quick wipedown with a napkin will save someone else trouble later.



Standout sz Spiders

Amazing people are doing incredible things all over campus. Each issue, we recgonize a few students or alumni that are working to make their lives—and our community—better through self and social improvement.



Nedra McLyde, '02 Actress in TV Shows, Commercials, and Plays McLyde switched from a biology major to focus on theater and dance, and she received acceptances from Columbia University and the Actors Studio Drama School her senior year. A last-minute decision resulted in her moving to New York City to go to the Actors Studio, where she is currently studying. She has worked with TV shows, such as Law and Order: Criminal Intent and 30 Rock, and has done commercials with both Pillsbury and Captain D's. However, she prefers working on live theater projects and spent a month in San Diego working on the Tony-nominated play "Good People." "I definitely enjoy stage the best," she said. "You have the instant gratification of an audience being right there live."



Kassie Pollard, '13 *Creates Apparel for Young Women with Scoliosis* Pollard suffered from scoliosis at the age of twelve, affecting her throughout her middle-school years. While at Richmond, she took a class at the Robins School of Business that inspired her to create Fushion Scoliosis Apparel, a clothing company that would provide clothing for young women who have back braces due to scoliosis. "The most rewarding element of my venture is knowing how fortunate I have been to come this far and give back to young women dealing with pains that scoliosis can cause," she said. Pollard hopes to move to Brisbane, Australia to work in a marketing or management. She also plans to present her line of clothing at Vanderbilt Hospitals' Fashion and Friends event in April 2013.



Kurz became heavily involved in service organizations and clubs during his first two years at Richmond, which fostered a need to serve others. He then took these interests and created a concentration of social justice and community development within his international studies major. While looking for study abroad opportunities, Kurz found a Travelocity scholarship that he won through a self-made video and a voting campaign, earning him a trip to Africa. While he was there, he worked with villages and people on community development projects in places such as Moshi, Tanzania and Kampala, Uganda. Kurz says, "I truly believe that this experience in Africa was more than just a stepping-stone but a quantum leap in my skills towards a hopefully bright future."



Erik Lampmann, '14 *Committed to Social Justice on Campus* Lampmann did not like the lack of activism on campus during his first year at Richmond. With another student, he discovered the Roosevelt Institute, the nation's largest public policy organization. "We thought the problem wasn't a lack of strong party-affiliated groups, but the lack of sustained progressive activism and innovation around politics," Lampmann said. Thus, he launched a chapter of the Roosevelt Institute on campus during his first year, and then he began to research and write policy briefs. Upon returning from study abroad in France, he hopes to work on sustainability for the Roosevelt Institute as well as finishing a senior thesis in PPEL.

The Interview:

Community Leader, Don Forsyth

by John McAuliff

Sitting down to talk to Don Forsyth, now a professor at the Jepson School of Leadership Studies and the world's preeminent expert on group psychology, I expected a highly technical, academic, and philosophical discussion on his work, his books or his career. All he wanted to talk about was family.

It's easy to see why. Don was one of six born to a "southern belle" from Florida and a "damned Yankee" from Pittsburgh. His mother, Bethia, was the daughter of a colonel, and his father, Al, was a businessman visiting St. Petersburg, Fla. to expand. After Al swept Bethia off her feet, they moved to Pittsburgh.

Bethia didn't adjust well to the harsh Pittsburgh city life. When Don was in first grade,

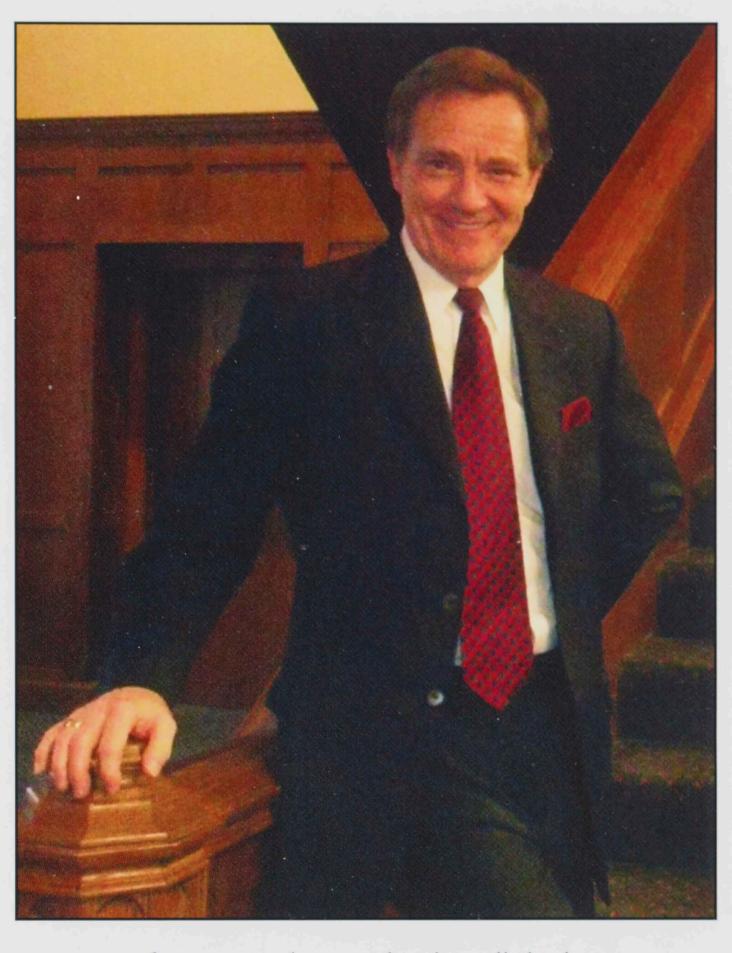
his mother took the family back to St. Petersburg for a year before eventually reuniting with Al. Even then, divorce was imminent.

"We knew it was coming, and I never really saw Al again after that year. What we didn't expect was Mom marrying her divorce lawyer. Kinda a conflict of interest don't you think?"

Bethia and her children moved back to St. Petersburg to live with her mother. Needless to say, things were never static in the Forsyth home with a "crooked" lawyer and an unhappy mother.

Don graduated college in three years and rushed into his first marriage. "My whole life had this urgency to it, like I felt I was going to die soon, and I had to cram everything in as fast as I could."

Don spoke about that internal clock as



if it were in the past, but he still thinks in terms of where he is in time. His first marriage, to Nancy, dissolved at 35 after nearly a decade. He admits that marrying her was the worst mistake of his life, but after moving to Virginia to take a job at VCU, he felt pangs of loneliness and wanted to take something with him from Florida. When asked why it happened, he paused and recited a well thought-out piece of advice not so much to me, but to the world.

"We are all on a social clock, the course we all follow," Forsyth said. "It's regulated not by us, but by our social circumstances. I'd just finished my education, I was a young professor. Certain things fit my life. I was active physically. She was a great partner for all those activities. We were essentially intimate roommates. But the clock keeps ticking. The family alarm went off for me, but never did for her."

Don's second wife, Claire, was a roommate of one of his Ph.D. students at VCU. She was seven years younger but ready for a family. Don's clock always seems to be ticking, and Claire's biological clock had started going off, and she took a fancy to his bright red hair. Their social clocks ticked in sync, and they were married within a year.

"I wish I'd moved along more quickly from Nancy. I wish I had known about the wonders of family and kids. If I'd only known and had more time, I would have had more kids," he said.

Since marrying Claire, Don's family has always been his top priority. He rescheduled our interview three times so he could pick up his daughter from school right on time and spent most of his recent sabbatical taking time to enjoy the last year before his son left for William and Mary. His

daughter will follow suit next year.

Perhaps because his own childhood was such a mess, Don has made sure he was there for Rachel and David during the summers and breaks by resisting the temptation to travel for career opportunities.

In a way, this makes sense. Don has long wrestled with questions of life and death, and his children provided him with the only answer the atheistic professor buys into.

"In a sense—with my children, elements of me are so clearly represented in them," Forsyth thought aloud. "Things about me are in them directly. They keep on existing after I'm dead. A portion of people walking around 1,000 years ago are here today. That's a little reassuring I suppose, if you can enlarge yourself to include other people."



